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OCT 30 2006

1. -- 2. (canceled)

3. (previously presented) A method of reducing power consumption of a portable terminal equipped with a display unit to which power is supplied from a DC/DC converter, the method comprising the steps of:

monitoring the display unit to see whether the display unit is in a display color number limiting mode or not;

determining a switching clock frequency of the DC/DC converter to maintain an efficiency of the DC/DC converter at an optimum level in the display color number limiting mode; and

switching the frequency to the determined switching clock frequency, and operating the DC/DC converter at this frequency.

4. (previously presented) A method of reducing power consumption of a portable terminal equipped with a display unit to which power is supplied from a DC/DC converter, the method comprising the steps of:

monitoring the display unit to see whether the display unit is in a partial display mode or not;

determining a switching clock frequency of the DC/DC converter to maintain an efficiency of the DC/DC converter at an optimum level in the predetermined low-power consumption mode; and

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switching the frequency to the determined switching clock frequency, and operating the DC/DC converter in this frequency.

5. (canceled)

6. (previously presented) The method according to claim 3, wherein the display unit is an LCD display unit.

7. (previously presented) The method according to claim 4, wherein the display unit is an LCD display unit.